

Dear Tourism Industry Partner,

The Delaware Tourism Office is pleased to announce the call for nominations for the 2009 Governor's Tourism Awards. This is your opportunity to give recognition to persons and events which enhance Delaware's tourism industry.

The categories and criteria are structured to reward individuals and organizations which help Delaware's tourism industry grow and prosper.

When completing your nomination, please remember to include as much support documentation as possible. As in the past, the judges will be from out of state. As such, they will need you to present a complete picture of the nomination.

Please read the descriptions and criteria for the award categories and submit your nominations by **4:00 p.m. Thursday, February 12, 2009** to the Delaware Tourism Office, 99 Kings Highway, Dover, DE 19901.

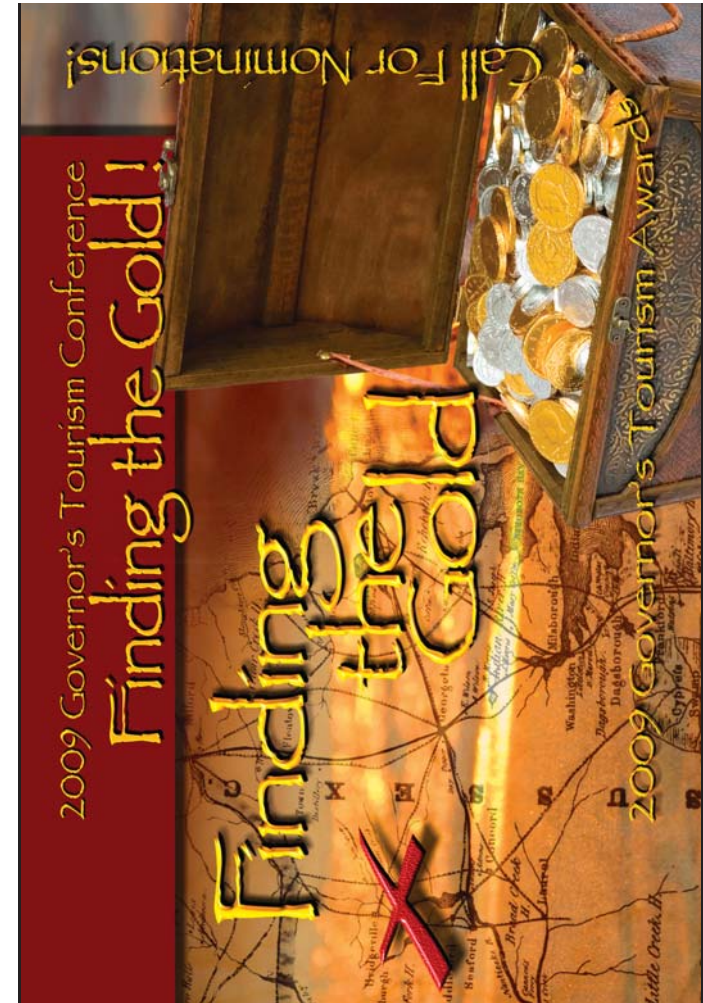
Mark your calendar for April 2, 2009 at Heritage Shores for the annual Governor's Tourism Conference and Awards.

Sincerely,



Linda Parkowski
Director of Tourism
State of Delaware

Delaware Tourism Office
99 Kings Highway
Dover, Delaware 19901



2009 Governor's Tourism Awards

The 2009 Governor's Tourism Awards is a series of four awards recognizing individuals and events that have made a significant contribution to the success of our industry.

ROY KLEIN HALL OF FAME: INDIVIDUAL ACHIEVEMENT

This award seeks to recognize the long-term contribution to tourism by an individual. The nominee may be an industry professional or volunteer from the public or private sector and the award may be given posthumously. The nominee must be a Delaware resident who has significantly and measurably contributed to the industry through any or all of the following:

- 1) by volunteer efforts within the tourism industry;
- 2) by connecting their work outside of the tourism industry to tourism; or
- 3) by involving an organization in tourism whose mission is not tourism.

Individuals may nominate themselves. Each nominator may nominate only one individual. The nominator must be actively involved in the travel and tourism industry, either professionally or as a volunteer.

Time period: Evidence of 10 years of involvement in Delaware's tourism industry must be presented.

HALL OF FAME: ANNUAL EVENT

This award recognizes an annual event that generates sustainable tourism. The event must have been held continuously for a minimum of 5 years and be open to the general public. Credible evidence of one-third of the attendees visiting from other states or of the event having generated overnight stays must be included with the nomination. The nominator must be actively involved in the travel and tourism industry, either professionally or as a volunteer. Event producers may submit the nomination.

Time period: Evidence of 5 years of involvement in Delaware's tourism industry must be presented.

BEST PARTNERSHIP

This award recognizes a group of organizations that have formally joined together to increase their impact. The group's goals should include either joint product development or the promotion of the benefits of tourism to residents and government representatives. If the group's purpose is product development, evidence of the individual organizations being connected in a new way must be presented. Examples include the creation of a heritage trail with a theme or having exhibits that interconnect and relate with reference to each other.

If the group's purpose is the promotion of tourism, evidence of multiple projects completed together must be presented. The group must have a commitment to a continuing effort to work together through ongoing programs. Participation in the group may be based on geography, industry sector, or a common theme or interest. Convention and Visitors Bureaus and Chambers of Commerce are not eligible.

Time period: The group must have been active during the previous calendar year, but evidence of their efforts over a period of years may be submitted and considered.

TOURISM AWARENESS & ADVOCATE AWARD

This award recognizes an individual, organization, or project for promoting the benefits of tourism to Delaware's residents. The value of tourism must be communicated in a clear and specific way. Examples of accomplishments to be recognized include increasing the understanding and appreciation of the impact and value of tourism among colleagues or championing legislation, statutes or ordinances that will benefit tourism. Examples may also include special media activities and unique events designed to promote awareness of the importance of tourism.

Time period: Promotional efforts must have occurred during the previous calendar year, but evidence of promotional efforts over a period of years may be submitted and considered.

2009 Governor's Tourism Awards - Nomination Form

(This form is available for download at www.dedo.delaware.gov/conf/pdf/awards.pdf)

Please check the appropriate category:

- ☐ **Roy Klein Hall of Fame: Individual Achievement**
☐ **Hall of Fame: Annual Event**
☐ **Best Partnership**
☐ **Tourism Awareness & Advocate Award**

Nominee Information

Name of individual being nominated: _____

Name of organization being nominated: _____

Telephone number: _____ Fax number: _____

E-mail: _____

Complete mailing address: _____

Nominator Information

Name of individual submitting nomination: _____

Organization: _____

Telephone number: _____ Fax number: _____

E-mail: _____

Complete mailing address: _____

Project Time Period

Initiation date: ____/____/____ Completion date: ____/____/____

Supporting Materials:

Four, 3-hole punched sets of ALL materials including forms, printed and/or other supporting materials such as project collateral, copies of publicity received, letters from satisfied customers, other awards, etc., MUST be included with ALL nominations. Please submit a brief statement (no more than two typed pages) carefully answering the following questions, and attach this form (or a copy) as a cover sheet.

- 1) Why do you think the nominee is deserving of this award? (Provide specific information)
- 2) How was the project undertaken? (Give details from concept through production)
- 3) Innovative features (What was special about this project?)
- 4) Project budget and total project cost (Please include breakdown of costs)
- 5) Organization annual budget
- 6) Specific results (Increased income, attendance, publicity, visitor service, etc.)
- 7) Name of partners involved including outside consultants and agencies

If you'd like your materials returned, include a self-addressed envelope with the proper postage affixed. Submit nominations no later than **4 p.m. Thursday, February 12, 2009** to: Delaware Tourism Office, Attn: Adam Berger - Marketing Coordinator, 99 Kings Highway, Dover, DE 19901. If you have questions, please contact: Adam Berger at (302) 672-6841 or at adam.berger@state.de.us.



2009 Governor's Tourism Awards Nomination Form

Please check the appropriate category:

- ☐ Roy Klein Hall of Fame: Individual Achievement ☐ Hall of Fame: Annual Event
☐ Tourism Awareness & Advocate Award ☐ Best Partnership

Nominee Information

Name of individual being nominated: _____

Name of organization being nominated: _____

Telephone number: _____ Fax number: _____

E-mail: _____

Complete mailing address: _____

Nominator Information

Name of individual submitting nomination: _____

Organization: _____

Telephone number: _____ Fax number: _____

E-mail: _____

Complete mailing address: _____

Initiation date: ____ / ____ / ____ Completion date: ____ / ____ / ____

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